

NEW JERSEY INSTITUTE OF TECHNOLOGY
MARTIN TUCHMAN SCHOOL OF MANAGEMENT
Principles of Business
Mgmt 390 Fall 2024

Course Title: Principles of Business

Instructor: Joseph Roman

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Office Hours: By appointment

Class Timing: No fixed schedule; login to Canvas using your NJIT UCID & password

Course Website: canvas.njit.edu

Course Material Text: Nickels, William G, McHugh, James M., and McHugh, Susan M.
Understanding Business

(Rather than purchasing a new book, you may use any post-2005 edition. Look online for a good deal)

Course Overview:

Successful completion of Mgmt 390, Principles of Business, satisfies a general education requirement for a social science course. This course is delivered entirely online and will introduce you to some essential concepts related to business as well as some issues related to current business trends. The material we cover this semester will help you understand and use business principles throughout your career and your life. As the authors of your textbook note, “you don’t have to be in business to use business principles. You can use marketing principles to get a job and to sell your ideas to others. You can use your knowledge of investments to make money in the stock market. Similarly, you’ll be able to use management skills and general business knowledge wherever you go and in whatever career you pursue.”

About Canvas: NJIT’s Learning Management System

NJIT’s Office of Digital Learning has migrated from Moodle to a new learning management system, Canvas. We are all learning it this semester, including me. My experience thus far is that it is very similar to Moodle; hence, I don’t believe any of you will have any issues with it. However, I recommend that you familiarize yourself with it before the start of the semester. You can access the *Student Canvas Tutorial*, by going to <https://canvas.njit.edu> and clicking on the *Students* link which will take you to tutorials.

Honor Code

“Academic Integrity is the cornerstone of higher education and is central to the ideals of this course and the university. Cheating is strictly prohibited and devalues the degree that you are working on. As a member of the NJIT community, it is your responsibility to protect your educational investment by knowing and following the academic code of integrity policy that is found at: <http://www5.njit.edu/policies/sites/policies/files/academic-integrity-code.pdf>.

Please note that it is my professional obligation and responsibility to report any academic misconduct to the Dean of Students Office. **Any student found in violation of the code by cheating, plagiarizing or using any online software inappropriately will result in disciplinary action. This may include a failing grade of F, and/or suspension or dismissal from the university.** If you have any questions about the code of Academic Integrity, please contact the Dean of Students Office at dos@njit.edu”

Course Objectives:

- To help you understand the business environment and current business trends;
- To help you understand business ethics and social responsibility;
- To help you understand global markets;
- To help you understand the various options for organizing small and large businesses as well as the entrepreneurship alternative;
- To help you understand theories of motivation;
- To help you understand management, leadership, and employee empowerment;
- To help you understand basic principles of marketing;
- To help you understand basic principles of economics and finance.

Learning Outcomes:

Upon successful completion of this course, student will be able to:

- Analyze the domestic and global considerations for today’s business environment within the social, economic, legal, ethical, technological and competitive parameters.
- Demonstrate the ability to identify ethical dilemmas
- Demonstrate the ability to search databases and locate relevant information
- Explain the major functions of economics, finance, management, and marketing.
- Outline and appreciate the diversity of international business management stemming from cultural, political, legal, and economic differences.
- Differentiate the roles and responsibilities in business and position those roles in organizational structures and business plans.

Late Submission of work:

All work, tests, and projects must be submitted prior to the deadline posted on Canvas. No late work will be permitted unless the Dean of Students has approved a legitimate reason for the late submission.

About Online Learning:

For those students not familiar with an online learning format, this class differs from a “traditional” class because there are no regularly scheduled class meetings. Although class is not conducted on a face-to-face basis, that does not mean that you will not have an opportunity to interact with me on a face-to-face basis should the need arise. It also does not mean that you will not have an opportunity to interact with your classmates; however, the classmate interaction will not be face-to-face in real time. Please make absolutely sure that you are comfortable with this format before registering for this class. Online courses are not for everyone, and there are many traditional sections of this class offered every semester. Please contact an advisor in MTSM office located on the third floor of the Central Avenue Building (973-596-3248) if you decide the on-line version of this course is not for you; someone will be happy to provide you with assistance in registering for another section during the add/drop period. In order to be successful in an online class, it is necessary to take an active role in learning. This means keeping up with assignments, carefully following the course schedule, and keeping up to date with your assignments.

Course Components:

This class has three components that are designed to help you gain a solid understanding of business and management. The first is, of course, your textbook. The second is the Canvas site where all course materials are posted and where you may interact with your classmates and me. I will use Canvas to post all assignments, announcements, and supplemental materials throughout the semester. **So, please be sure to check the site frequently.** The third component is voice-over power point slides that contain the lectures recorded by me to help guide you through the textbook material and focus your studies. These lectures are available free and are posted on the Canvas site. I have also posted the power point slides associated with each lecture so that you can use them to take notes if you wish. While the lectures and study questions are designed to guide your studying, you should be certain to read and fully understand each of the assigned chapters in the textbook.

Grading and Course Requirements: Final grades will be calculated as follows:

Final Grade Calculations

Test #1	25%
Test #2	25%
Test #3	25%
Semester Project	15%
Discussion and Participation	10%

The conversion of percentage points to letter grade is as follows:

A	90 – 100%
B+	87 – 89.9%
B	80 – 86.9%
C+	77 – 79.9%
C	70 – 76.9%
D	60 – 69.9%
F	0 – 59.9%

Examinations:

There will be three tests in multiple choice format. I will notify you when the examinations are open for you to take and will give you some guidance on important chapter concepts on which you should focus your studying. The tests will not be cumulative. They are closed book/closed notes, and you will be required to use Responds Lockdown with webcam to take the test.

Once the exams are available, I will give you around a week to take the test. However, please note that you can enter the exam site only once. **IMPORTANT – you may enter each exam site once ONLY.** Therefore, **DO NOT** go into the examination icons until you are ready to take the exam, as you will NOT be allowed to revisit the exam site. **When you take the examinations, please be sure to “save” your answers.**

Additional information regarding the tests and the specifics regarding assignments and the semester project are or will be posted on Canvas. **So, again, please be sure to check the site frequently.**

Other Course Policies:

E-mail communication: My preferred method of communication is via e-mail. You may reach me at jtr2@njit.edu Because I am teaching multiple sections of this course, please be sure to include the course section when you write to me.

If you must speak with me, you may reach me at 973-214-8428; please leave a message if there is no answer, or text.

Computer Requirement and Access to the Internet

NJIT requires all undergraduate students to have access to a computer at their place of residence. Details as to this requirement may be found on the college's website on the page describing NJIT's Undergraduate Student Computer Requirement.

Access to the Internet is required for this course. NJIT provides on campus access to the Internet to all students. Details as how to access the internet as well as other resources at NJIT may be found in the Student Quick Start Guide. You also need an NJIT ID and password to access Canvas.

Incompletes:

Incompletes will be given only to students who cannot finish the course on time due to major reasons outside of their control (e.g. illness, family tragedy, military service).

Students may need to contact the Dean of Students' office and have it determine that the reasons given for not doing the work on time are valid.

Students with Disabilities

Students with disabilities needing accommodations of any nature so as to have a fair opportunity to perform in the class need to contact the counseling center. Staff at the counseling center will determine what constitutes a reasonable accommodation and inform the instructor of what that accommodation should be.

Course Schedule

Date	Class Topics	Assignment
Preclass	Introduction and Welcome to the Class	Review instructions for student use of Canvas. http://njit.canvas.edu
Week One	Chapter 1 – Business Trends: Cultivating a Business in Diverse, Global Environments	Read Chapter 1
Week Two	Chapter 2 – How Economics Affects Business: The Creation and Distribution of Wealth	Read Chapter 2
Week Three	Chapter 3 – Competing in Global Markets	Read Chapter 3
Week Four	Chapter 4 – Demonstrating Ethical Behavior and Social Responsibility	Read Chapter 4
Week Five	Test #1 – Chapters 1, 2, 3, and 4	Study for Test #1
Week Six	Chapter 5 – Choosing a Form of Business Ownership Chapter 6 – Entrepreneurship and Starting a Small Business	Read Chapters 5 and 6
Week Seven	Chapter 7 – Management, Leadership, and Employee Empowerment Chapter 8 – Structuring Organizations for Today's Challenges	Read Chapters 7 and 8
Week Eight	Chapter 10 – Motivating Employees and Building Self-Managed Teams	Read Chapter 10
Week Nine	Chapter 11 – Human Resource Management: Finding and Keeping the Best Employees Chapter 12 – Dealing Management Issues and Relationships with Employee	Read Chapters 11 and 12
Week Ten	Test #2 – Chapters 5, 6, 7, 8, 10, 11, and 12	Study for Test #2

Week Eleven	Chapter 13 – Marketing: Building Customer Relationships	Read Chapter 13
Week Twelve	Chapter 14 – Developing and Pricing Products and Services Chapter 15 – Distributing Products Quickly and Efficiently	Read Chapters 14 and 15
Week Thirteen	Thanksgiving Week – No Class	
Week Fourteen	Chapter 16 – Today’s Promotional Techniques	Read Chapter 16
Week Fifteen	Chapter 19 – Securities Markets: Financing and Investing Opportunities	Read Chapter 19
	Reading Days	Study for Test #3
Test #3 (Final Exam)	Test #3 – Chapters 13, 14, 15, 16, and 19	Take Test #3 by midnight 12/18